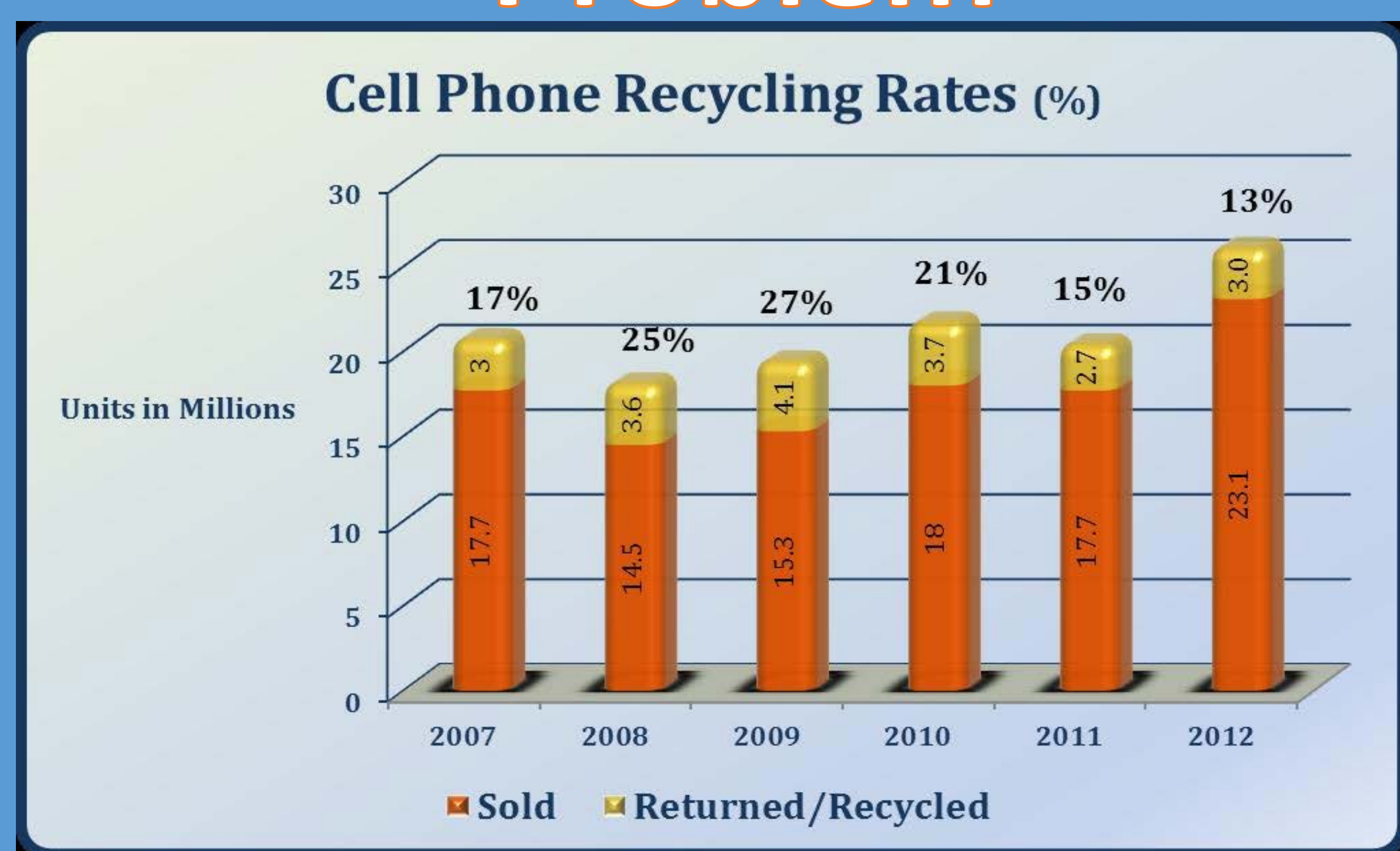


Putting the I in iPhone: Intelligent Design for Today's Smart Phones

Carl Aladin, Dalila Jarvis, and Dani Warren

Problem



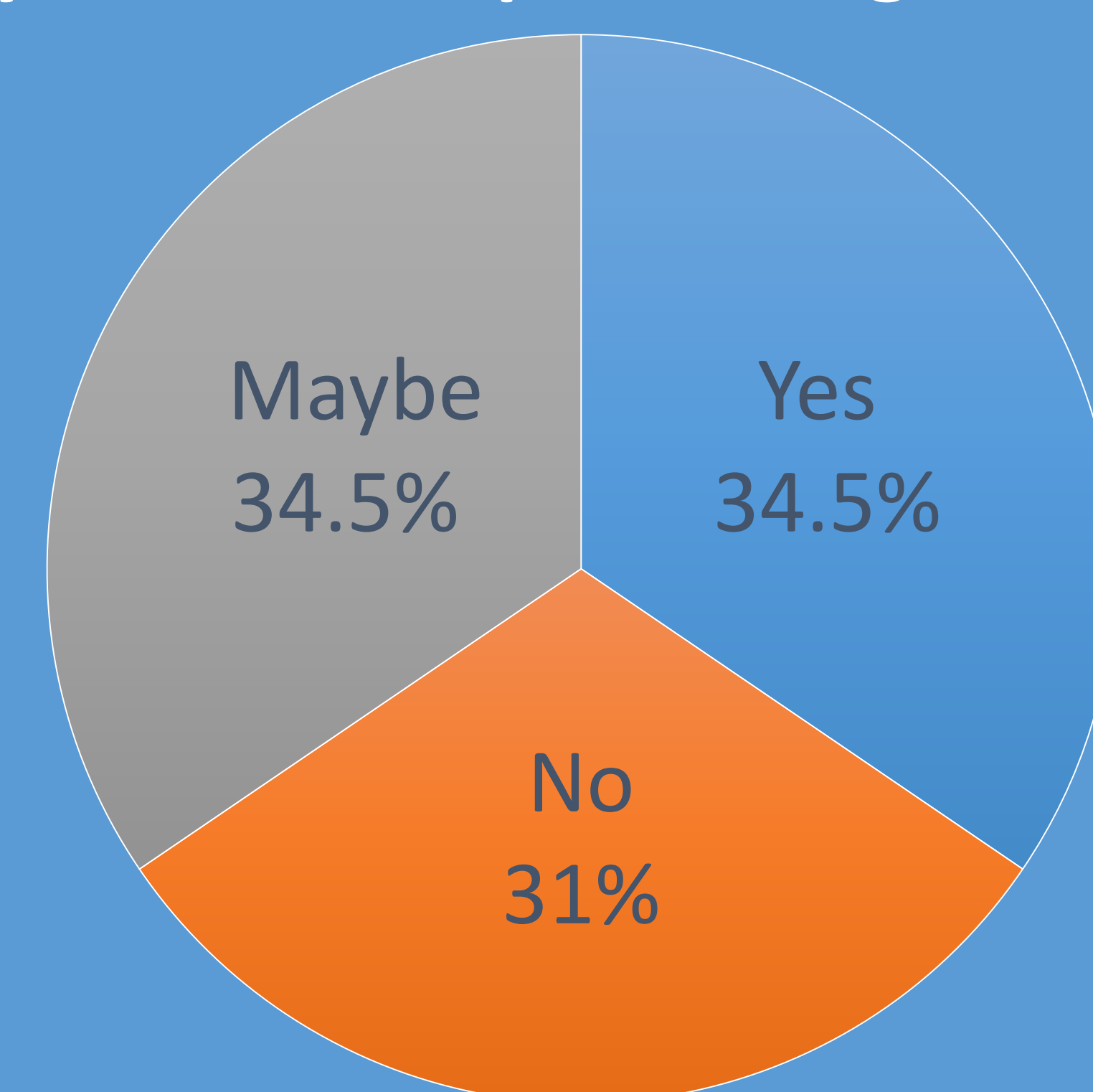
Only 10% of all cellphones are recycled each year.

Methodology

- Research Based
- Components and Materials, Life-Cycle, and Marketing Strategies
- Discovered the Fairphone
- Met all criteria for what we deemed to be a high quality sustainable phone
- The prime example of our project
- Survey
- Devised three different solutions

Results

Would you consider purchasing a Fairphone ?



- People were mainly focused on their lack of familiarity with the Fairphone company. People assumed that the Fairphone would not have their favorite features of their current smartphone, though in most cases the Fairphone did have those features. Most people (especially iPhone users) admitted that they would enjoy a product like the Fairphone if it was produced by their current brand.

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Solution

Mass Production

Integrating with Larger Companies

Government Incentives

- Create a model that would allow small, ideological companies like the Fairphone to compete with big businesses.

- Break apart the most essential components of the Fairphone's design and create a presentation which illustrates to large companies the gains they would receive by incorporating these features.

- Make suggestions for policy changes that the government could enact that would give consumers and producers reason to switch to products like the Fairphone.

